

## Message Text

UNCLASSIFIED

PAGE 01 BERN 01156 141024Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----098942 141546Z /53

R 140915Z MAR 78  
FM AMEMBASSY BERN  
TO SECSTATE WASHDC 5919  
INFO USDOC WASHDC  
AMCONSUL ZURICH POUCH

UNCLAS BERN 1156

EO 11652: N/A  
TAGS: BGEN, SZ  
SUBJ: MEETING WITH AMERICAN BUSINESS COMMUNITY

1. EMBASSY INVITED REPS OF ALL AMERICAN FIRMS IN SWITZERLAND (ABOUT 600) TO A MEETING AT AMBASSADOR'S RESIDENCE IN BERN ON MAR 8, 1978. NEARLY ONE-THIRD ACCEPTED INVITATION, AND ALMOST EQUAL NUMBER SENT LETTERS REGRETTING THAT PRIOR COMMITMENTS PREVENTED ATTENDANCE. WILL SCHEDULE MORE MEETINGS TO PICK UP BALANCE.

2. PARTICIPANTS WERE OF VIEW THAT MEETING WAS VERY USEFUL, AND WERE UNANIMOUS IN EXPRESSING APPRECIATION TO EMBASSY FOR TAKING THIS INITIATIVE.

3. DAY'S ACTIVITIES BEGAN WITH RECEPTION AT AMB'S RESIDENCE. ALL PARTICIPANTS WERE PROVIDED BRIEFING MATERIAL ON EMBASSY ORGANIZATION, STAFF AND ACTIVITIES. BRIEFING MATERIAL INCLUDED ANNOUNCEMENTS ON TOPICS OF CURRENT INTEREST TO THE DEPT SUCH AS GOOD CORPORATE CITIZEN REPORTS. (SAMPLE KITS OF BRIEFING MATERIAL, INVITATION LETTER, AND OTHER WRITTEN MATERIAL WILL BE POUCHED TO ASST SECY STATE KATZ AND COMMERCE ASST SECY EIL.) FOLLOWING  
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RECEPTION ENTIRE GROUP MOVED TO HOTEL BELLEVUE PALACE FOR A SPECIAL "DUTCH TREAT" LUNCHEON FEATURING IMPORTED AMERICAN STEAKS AND WINE. DURING LUNCHEON AMB LED DISCUSSION OF TOPICS OF INTEREST TO BUSINESS COMMUNITY AND OUTLINED PROGRAMS EMBASSY PLANNED WHICH WOULD BE OF INTEREST TO AMERICAN COMMUNITY.

4. AMB ASKED COMPANIES FILL OUT QUESTIONNAIRE WHICH INCLUDED QUESTIONS ON PROBLEHS THEY HAD ENCOUNTERED IN SWITZERLAND AND HOW EMBASSY COULD BE OF HELP. SUBJECTS RECEIVING MOST ATTENTION WERE SF/ DOLLAR RATE, US TAX LEGISLATION, EXPORT CONTRLS, AND REDUCTION OF PAPER WORK IN FEDERAL GOVT. THOSE PRESENT ALSO STRESSED IMPORTANCE OF CONTINUED CONTACT, WHICH AMB PROMISED TO PTOVIDE, THOUGH CONTACTS WITH HIM AND HIS STAFF AND THROUGH EMBASSY PUBLICATIONS.

5. AMB ASKED BY SHOW OF HANDS HOW MANYOF BUSINESS COMMUNITY HAD NEVER PREVIOUSLY BEEN IN AMB'S RESIDENCE. OVER 95 PCT OF GROUP RAISED HANDS. AT CONCLUSION OF MEETING ONE REP ASKED FOR LEAVE TO MAKE BRIEF COMMENT. HE STATED QTE I HAVE BEEN ABROAD AS A REP OF AMERICAN BUSINESS FOR OVER 15 YEARS. THIS IS FIRST TIME ANY EMBASSY HAS TAKEN TROUBLE TO RECOGNIZE MY EXISTENCE AND TO INCLUDE ME IN AN EVENT LIKE THIS UNQTE.  
WARNER

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## Message Attributes

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